

Message Text

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NESCO

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TAGS: UNESCO, PORG, OCON

SUBJECT: UNESCO: INTERIM INTERGOVERNMENTAL COMMITTEE ON
PHYSICAL EDUCATION AND SPORT. ARTICLE 8 ON MASS MEDIA

REF: (A) STATE 16957 (B) KAEUPER-KRECZKO-HARTLEY TELCON

1. DEPARTMENT APPRECIATES EFFORTS MADE BY USDEL TO OBTAIN
ACCEPTABLE TEXT ON MASS MEDIA ISSUE AND DIFFICULTY OF CON-
DUCTING NEGOTIATIONS WITH MINIMAL SUPPORT FROM OTHER WEO'S.
DEPARTMENT ALSO AGREES THAT CHARTER IS AN OTHERWISE USE-
FUL AND COMMENDABLE INSTRUMENT AND UNDERSTANDS USDEL'S
DESIRE TO JOIN CONSENSUS. HOWEVER, DEPARTMENT CONSIDERS IT
HIGHEST IMPORTANCE TO MAINTAIN OUR POSITION ON MASS MEDIA
IN ORDER AVOID SETTING PRECEDENT OF ACCEPTING CERTAIN
FORMULATIONS ON MASS MEDIA, WHICH COULD PROVE IMPOSSIBLE
TO RESIST IN SUBSEQUENT EXERCISES, I.E. MASS MEDIA DECLARA-
TION.

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2. DEPARTMENT CONSIDERS NEW VERSION OF ARTICLE 8 MARGINAL-
LY ACCEPTABLE. WITH RESPECT TO ARTICLE 8.1, WE WOULD
INTERPRET THE RESPONSIBILITIES OF THOSE IN THE MASS MEDIA
TO INCLUDE THE DISSEMINATION OF INFORMATION WHICH
QUESTIONS OR CRITICIZES SPORTS PRACTICES, OR EVEN CHALLENGES
THE VALUE OF PHYSICAL EDUCATION. THE REAFFIRMATION OF

THE FREEDOM OF INFORMATION IS ALSO HELPFUL.

3. WITH RESPECT TO ARTICLE 8.2, WE WOULD INTERPRET THE LANGUAGE AS INDICATING THAT IF THE MASS MEDIA DESIRES TO IMPROVE THE OBJECTIVITY OF REPORTS, CLOSE RELATIONSHIPS WITH PERSONS IN THE SPORTS WOULD BE HELPFUL. WE WOULD NOT ;MTERPRET THE LANGUAGE AS SAYING THAT THE MASS MEDIA SHOULD HAVE CLOSE RELATIONSHIPS, BUT RATHER AS URGING ALL STATES TO GIVE MASS MEDIA PERSONS THE OPPORTUNITY TO HAVE CLOSE RELATIONSHIPS WITH THOSE IN SPORTS. THIS IS CONSIS- TENT WITH US POSITION THAT GOVERNMENTS SHOULD GUARANTEE ACCESS TO JOURNALISTS AND OTHER MEDIA PERSONNEL TO SOURCES OF INFORMATION.

4. HOWEVER DEPARTMENT CANNOT ACCEPT RETENTION OF TITLE OF ARTICLE 8. WE FIND THE COMBINATION OF THE WORDS "SHOULD EXERT" AND "POSITIVE INFLUENCE" TOO STRONG A SUGGESTION THAT MEDIA HAS A DUTY TO PROMOTE PHYSICAL EDUCATION AND SPORTS. WHILE THE USG SUPPORTS THE OBJECTIVES OF THE CHARTER, WE DO NOT BELIEVE THAT THE USG SHOULD DICTATE TO THE MEDIA THAT IT SHOULD SUPPORT THE CHARTER. INSTEAD, US VIEW IS THAT MEDIA SHOULD BE LEFT FREE TO DECIDE WHETHER TO SUPPORT PHYSICAL EDUCATION, CHALLENGE IT, OR IGNORE IT. DEPARTMENT ALSO CONCERNED THAT IF WE ACCEPT THIS FORMULA IN THIS CONTEXT, WE WILL BE IN DIFFICULT POSITION TO RESIST LIMITED OFFICIAL USE

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SAME FORMULA (SHOULD EXERT A POSITIVE INFLUENCE) WITH RESPECT TO OTHER OBJECTIVES WHICH THE US AND REST OF WORLD SUPPORT EVEN MORE STRONGLY THAN PHYSICAL EDUCATION AND SPORT, SUCH AS ELIMINATION OF RACISM AND APARTHEID, HUMAN RIGHTS, ETC. WE WILL FIND OURSELVES INCREASINGLY IN THE POSITION OF SAYING WHICH POLICIES THE MEDIA SHOULD PROMOTE. THIS WILL ENCOURAGE THOSE WHO ARGUE THAT THE MEDIA SHOULD BE USED AS A TOOL TO PROMOTE GOVERNMENT POLICIES AND WILL UNDERMINE THE PRINCIPLE OF FREE FLOW OF INFORMATION, WHICH ASSERTS THAT THE MEDIA SHOULD BE LEFT FREE TO CHALLENGE GOVERNMENT POLICIES.

5. DEPARTMENT MAINTAINS PREFERENCE FOR SUBSTITUTION OF "CAN FOR "SHOULD" IN TITLE OF ARTICLE 8. HOWEVER, OTHER ACCEPTABLE VERSIONS ARE:

--"MASS MEDIA PLAY A MAJOR ROLE IN PROMOTING PHYSICAL EDUCATION AND SPORT"

--"MASS MEDIA HAVE A SIGNIFICANT IMPACT ON DEVELOPMENT OF PHYSICAL EDUCATION AND SPORTS;,"

--"MASS MEDIA HAVE AN OPPORTUNITY TO EXERT A
POSITIVE INFLUENCE ON PHYSICAL EDUCATION AND SPORT"

--"MASS MEDIA HAVE A KEY ROLE TO PLAY IN PROMOTING
PHYSICAL EDUCATION AND SPORT"

--"PHYSICAL EDUCATION AND SPORT WILL BENEFIT FROM
A POSITIVE AND ACTIVE ROLE BY THE MEDIA"

6. REFTTEL DOES NOT INDICATE WHETHER USDEL ABLE TO ACHIEVE
INSERTION OF WORD "INCLUDING" BEFORE "THROUGH BILATERAL
AND MULTILATERAL CHANNELS" IN ARTICLE 7. THIS ADDITION
WILL MAKE ARTICLE 7 A HELPFUL STATEMENT ON MASS MEDIA, AS
IT WILL REASSERT THE DESIRABILITY OF THE DISSEMINATION,
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ETC. OF INFORMATION. WITHOUT THE ADDITION, WE FIND
ARTICLE 7 UNACCEPTABLE, AS IT SUGGESTS THAT INFORMA-
TION SHOULD ONLY FLOW THROUGH GOVERNMENT CHANNELS.

7. DEPARTMENT WONDERS IF PERMDELS OF WEO'S SHARE APPARAMT
INDIFFERENCE TO PRINCIPLE OF MEDIA AUTONOMY DEMONSTRATED
BY THEIR CORRESPONDING DELEGATIONS ON INTERIM COMMITTEE.
DEPARTMENT RECOMMENDS, IF TIME PERMITS, THAT KAEUPER CON-
DUCT CONSULTATIONS AMONG CONTACTS OTHER KEY PERMDELS WITH
THE AIM OF GENERATING SUBSTANTIVE SUPPORT FOR TITLE
CHANGE. USDEL SHOULD STRESS THAT IDENTICAL PRINCIPLE OF
MEDIA AUTONOMY AT STAKE IN BOTH THIS DOCUMENT AND MASS
MEDIA DRAFT DECLARATION AND THE CONSEQUENT RISK OF SETTING
PRECEDENT THAT WOULD WEAKEN DEFENSE OF THE PRINCIPLE LATER
WHEN MASS MEDIA DRAFT DECLARATION IS CONSIDERED IN GC.
DEPARTMENT WISHES TO HAVE CONFIRMED AT EVERY AVAILABLE
OPPORTUNITY THE ACKNOWLEDGED LACK OF CONSENSUS ON MASS
MEDIA DRAFT TEXT.

8. FOR ABOVE REASONS INSERTION OF WORD "INCLUDING" IN
ARTICLE 7 AND REPEAT AND ACCEPTABLE REFORMULATION OF
TITLE OF ARTICLE 8 ARE ESSENTIAL TO US SUPPORT OF THE
CHARTER.

9. IF WORD "INCLUDING" IS NOT INSERTED IN ARTICLE 7 OR IF
ACCEPTABLE REFORMULATION OF TITLE IN ARTICLE 8 IS NOT
ACHIEVED, USDEL SHOULD CALL FOR A VOTE ON ENTIRE
DECLARATION AND ABSTAIN. USDEL SHOULD DRAW ON OWN EXPER-
TISE IN INDICATING NON-MEDIA PORTIONS OF CHARTER WHICH WE
SUPPORT. USDEL SHOULD THEN DRAW ON POINTS MADE IN ABOVE
PARAS. TO EXPLAIN REASON THAT US COULD NOT SUPPORT THE
DECLARATION AS A WHOLE, STRESSING US COMMITMENT TO THE
PRINCIPLE OF THE FREE FLOW OF INFORMATION AND THE NOTION
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THAT THE MASS MEDIA SHOULD BE ABLE TO CHALLENGE THE
POLICIES OF GOVERNMENTS.

10. IF WORD "INCLUDING" INSERTED IN ARTICLE 7 AND ACCEPT-
ABLE FORMULATION OF TITLE OF ARTICLE 8 ARE BOTH REPEAT BOTH

ACHIEVED, USDEL MAY JOIN CONSENSUS, BUT SHOULD INDICATE
IN STATEMENT OUR INTERPRETATIONS OF ARTICLE 8.1 AND 8.2,
AS IN PARAS 2 AND 3 ABOVE.

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